

## European Photo shoot for APL

APL, the Singapore-based global transportation company engaged in shipping and related businesses wished to update their image library, showing it's European operations. APL is at the forefront of automated container tracking and needs to show their state of the art system; perhaps the most sophisticated system of it's kind in the world today.



The image library holds pictures of both APL Shipping and APL Logistics operations such as: Standard ISO and 'Reefer' refrigerated Containers, APL Ships, the port operations at the European centres of Rotterdam and Southampton, APL operations in typical 'European' settings, which the global audience would immediately identify. Some of APL's European business partners would also be photographed featuring the seamless integration, transfer and carriage of temperature and humidity controlled cargo.

Amanda Smy, Manager, Sales & Marketing Europe, commissioned onEdition to start work not only on the APL but also on APL Logistics' library.

### Objectives

The images were to be clean, graphic and 'unposed', yet show the full range of services to help the marketing and sales team to build brand awareness in the competitive market of global shipping and logistics through relevant media outlets. The images needed to be instantly 'readable' by viewers from a wide variety of cultures and industry knowledge levels.



## Strategy and Plan

onEdition became an integral part of the planning process, working with the APL team developing ideas and strategies to maximise the time that would be available. This plan covered branded containers and tractor units in London, logistics centres in Northampton and Park Royal and the docking and loading of APL ships in Southampton and Rotterdam, in addition representatives of APL's customers work would also be photographed.

onEdition employed a two-photographer approach, due to the changeable nature of the timings and movements of the ships and suitable containers being available to photograph. This ensured that when the correct type of ship docked, there would be a fully briefed and approved photographer who was fully aware of the client's needs, always available even if bad weather or other unforeseen factors delayed the original dates for the operations. Our foresight paid off when both the Southampton and Rotterdam operations dates were changed several times before the actual shoot, we were still to shoot other clients' previously booked jobs.



Images were carefully captioned with accurate information and the correct metadata appended for database retrieval, some serious image manipulation was performed in house on several images to include the realistic placing of APL branding on unbranded containers or to remove street furniture, which sometimes obscured the tractor units or containers from certain angles in locations where we had no physical control.

## Measurement and Evaluation

onEdition's experience in dealing with complicated photo-shoots and working so closely with APL during the briefing stage, listening to Amanda's requirements and concerns, onEdition was able to produce images which conveyed the core messages and 'European' feeling that were required for the global library, taking advantage of several unexpected opportunities.

### **On delivery of the images Amanda Smy said**

"APL has rapidly expanded our operations in Europe over the last few years and it was important that we had access to 'European' images, for internal and external marketing collateral - onEdition proved invaluable. They were able to provide photographs to the exact specification that was required and were more than willing to fit around the sometimes unsociable hours of the shipping industry."

The end result was exactly what we wanted and we are looking forward to working with onEdition again in the future.